

## TEAM CAPTAIN'S TOOLKIT

THANK YOU FOR ORGANIZING A TEAM FOR JUNE 6!

This Team Captain's Toolkit Includes:

- Team Captain Checklist
- Team Recruiting Message Toolkit
- Instructions for Creating a Team on Run Reg
- Additional Resources



---

## TEAM CAPTAIN'S TOOLKIT

Dear Team Captains:

We're thrilled to welcome you as an official Team Captain for the Annual **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH!**

We have a spectacular evening planned with a route that starts and ends at Veteran's Memorial Park in Manchester. Participants can expect live music, games, a DJ, face painting, and more!

As an unwavering ally for people of all ages and abilities, Easterseals NH & VT provides plans of care comprised of thoughtfully integrated services to help those we serve live, learn, work, and play throughout their lifetimes. Through our 11 programs in New Hampshire, we offer essential services and on-the-ground supports to nearly 18,000 individuals annually. With your support as a team captain, we can continue elevating all abilities and creating a more accessible future for everyone. Learn more at [www.eastersealsnh.org](http://www.eastersealsnh.org).

If you've never been a captain before, that's OK! The process is easy, and you can expect our support every step of the way. Our event is also an excellent opportunity to promote health and wellness in your workplace, school, or neighborhood. Invite colleagues to shake off winter and get active for a great cause.

We raised more than \$140,000 for our programs during last year's Walk. Scan the QR code to the right to view our recap video on YouTube!



This year, we've got two amazing perks for teams. Be sure to let your team members know about these perks to keep that motivation game strong!

### Top Fundraising Team:

The team that raises the most funds will be awarded a table for 8 at Easterseals NH & VT's Annual Celebration in November, along with recognition during the celebration.

### Top 3 Individual Fundraisers:

Our top 3 individual fundraisers will each receive gift certificates to Runner's Alley.

Got questions? Please contact Courtney Riviere-Spencer for more information or materials at **603-621-3494** or via email at [events@eastersealsnh.org](mailto:events@eastersealsnh.org).

Thank you for supporting Easterseals NH!

A handwritten signature in black ink that reads "Courtney RS".

Courtney Riviere-Spencer  
Event Manager, Development  
Easterseals NH & VT

A handwritten signature in blue ink that reads "Erin Schaick".

Erin Schaick  
Director of Events & Corporate Relations  
Easterseals NH & VT



## TEAM CAPTAIN'S TOOLKIT

### Team Captain Checklist

- Attend the Eversource Walk Kick-Off Breakfast.** Join us on Wednesday, April 10, for a delicious breakfast at The Derryfield Restaurant in Manchester to hear from race participants, Easterseals NH and Eversource leadership, and the walk team.
- Find Your "Why."** If you need some inspiration to help you find passion and purpose in being a Team Captain, allow us to bring you along in our journey by introducing you to Teddy, one of our clients who has thrived from our newly integrated program delivery.

Teddy first started receiving our services as a young child following a cognitive functioning impairment caused by lead poisoning. Decades later, he and his older brother, Daniel, became regulars in our Adult Day program. But when Daniel passed away, Teddy unfortunately lost much of his independence.



Today, he is living with a new home care provider after becoming part of our Community-Based Services program. Although his transition hasn't been without its challenges, Teddy has overcome all of these obstacles while regaining independence.

For more on Teddy's story, scan the QR code to the right!

- Review the materials you receive.** Feel free to call Easterseals NH with questions or for tips on how to get started at 603-621-3494. We are also happy to have an Easterseals NH rep speak with your team.
- Register and create your team webpage** at: [runreg.com/eversource-walk-5k-run-for-easterseals0](https://runreg.com/eversource-walk-5k-run-for-easterseals0)
  - We recommend using your company name, as it will be easier for others to find.
- Set team goals:**
  - How many team members do you want to recruit?
  - How much money do you think you can raise?
  - Does your company match other people's donations? (HR can usually help you)
- Recruit team members!** Be in touch with people and encourage others to join you. Anyone of any ability can be on your team! Post the event on Facebook or mention it at a staff meeting. Don't forget to include the link to your registration page so people can sign up or donate!
- Share this event with your staff and colleagues!** Place an EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH article in your company's e-newsletter, church bulletin, town or neighborhood Facebook group, or wherever people will see it, announcing your company is forming a team and raising funds.



---

## TEAM CAPTAIN'S TOOLKIT

- Display posters in high-traffic locations and let colleagues know where to get one.** Be sure to place your general contact info on the poster so interested team members know how to reach you.
- Hold a team meeting or a practice run** for the runners or walkers on your team.
- Periodically announce company-wide how your team is doing.** To help reach your team goals, consider creating an incentive for your team members.
- Determine a good meeting spot for your team on June 6.** Discuss carpooling to Veteran's Park and maybe even a team dinner afterward in downtown Manchester. Don't forget about our Wellness Alley, opening at 4 pm that day at Veteran's Park with health and wellness vendors, a DJ, face painting, and games!
- Send last-minute reminders to all team members.** Review details, finalize your team meeting place, and designate someone to take a team photo for the company newsletter that day.
- Tie up your laces and enjoy your run (or walk)!**



## TEAM CAPTAIN'S TOOLKIT

### Team Recruiting Message Toolkit

#### Email & Social Media Message:

**Subject for Email:** Join Me at the Annual EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH

Mark Thursday, June 6, on your calendar! That's when the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH** will take place through historic downtown Manchester. Our company is assembling a team, and I am delighted to serve as your team captain. Call me at <your phone number> or email me here: <your email address>. Register and join our team at [runreg.com/eversource-walk-5k-run-for-easterseals0](http://runreg.com/eversource-walk-5k-run-for-easterseals0). Let's make a difference for our New Hampshire neighbors of all abilities!

#### Voicemail Recruiting Message

Hi, this is <your name>, <company name's> team captain for the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH**. Mark Thursday, June 6, on your calendar! Walk or run with us and help raise money to provide thoughtfully integrated services to local children and adults of all abilities. **It will be a fun evening for all ages, with activities for the whole family!** Call me at <your phone number>.

#### Sample Company Newsletter Message

**Company Newsletter Headline:** Join Our Team for the Eversource Walk & 5K Run for Easterseals NH!

A team from <your company/organization name> will be participating in the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH** on **Thursday, June 6**, to help make a difference in the lives of local children and adults of all abilities.

<Your company/organization name> has set a goal of recruiting <number> people for the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH** on June 6. <Your name> of <department> is the team captain responsible for organizing <your company/organization name> employees and associates for the event. Our team hopes to raise <value> for Easterseals NH, and we need your help!

In addition to the Walk & 5K Run, participants can expect live music, a wellness fair, and all the unique features of past race events.

Funds raised from the walk/run will provide free and reduced-price Easterseals NH services for Granite State children and adults of all abilities. For more information about the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH**, email <your name> at <your company email address>.



## TEAM CAPTAIN'S TOOLKIT

### Creating a Team on Run Reg

Follow the registration link to Run Reg ([runreg.com/eversource-walk-5k-run-for-easterseals0](https://runreg.com/eversource-walk-5k-run-for-easterseals0)) and choose your category to participate in.



Scan the QR code to start.

# Register

Online Registration Deadline: Wednesday, Jun 5, 2024 at 12:00 NOON ET

— SELECT YOUR CATEGORY —

General Registration			
CATEGORY	START TIME	DISTANCE	FEE
<input type="checkbox"/> Adult (18+) 5k	6:30 PM	5 km	\$25
<input type="checkbox"/> Youth (17 & Under) 5k	6:30 PM	5 km	\$15
<input type="checkbox"/> Kids Fun Run (8 & Under)	see event details	50 meters	\$0

**REGISTER WITH OUTSIDE ACCOUNT**   REGISTER AS A GUEST

(Continued on next page)



## TEAM CAPTAIN'S TOOLKIT

### Creating a Team on Run Reg (continued)

Scroll down and log in as a guest or returnee.

**Your Selection(s):**

- *General Registration: Adult (18+) 5k \$25 - remove*

**REGISTER WITH OUTSIDE ACCOUNT**      REGISTER AS A GUEST

It will bring you to the next page. Under Participant Contact Information, you will see this:

— EVENT FUNDRAISING —

Fundraising for Easterseals, NH

**Would you like to make an even bigger impact for people with disabilities and special needs? We invite you to fundraise for Easterseals NH! It can be as easy as asking just five friends for a \$20 gift. Every gift matters, as it's not about how much you raise but who you are raising it for!**

You will receive a link to your personalized fundraising page upon checkout.

**Please select a fundraising option:\***

- Join a Fundraising Team       Create a Fundraising Team       Fundraise as an Individual

    

This is where you can create a team, join a team, or fundraise on your own. Once you have created your team, anyone can join it by selecting it via the drop-down box. Don't forget to invite your teammates to sign up early to receive a free shirt!



---

## TEAM CAPTAIN'S TOOLKIT

### Additional Resources

There are many reasons someone decides to be a Team Captain. Whether you're a longtime supporter of Easterseals NH or you are joining us for the first time this year, we encourage you to dig deep and acknowledge the driving force behind captaining your team. Your purpose and passion can be the glue that holds your team together as you get closer to that finish line.

At Easterseals NH, we don't have to look far to find inspiration. The faces and stories of our clients, staff, volunteers, and donors reflect the determination, pride, and passion that motivate us daily. If you need inspiration to help you find your "why," scan the codes below to access resources on our website.

Feel free to share the included program fact sheet with your teammates to help keep them inspired too!



Scan to view our digital 2023 Annual Report



Scan to learn about Teddy, one of our clients

